



“We were pleased with the flexibility of the Canada Post services and with the results they delivered—including an activation rate of 8.6 per cent.”

Christopher Smith
Holiday Card Manager
Travel Alberta



Background

Travel Alberta's role as an organization is to promote Alberta as a tourist destination regionally. With a goal of increasing the number of visitors to and within the province, Travel Alberta introduced the Holiday Card Program in 2005. The Travel Alberta Holiday Card gives consumers access to value-added or discounted holiday offers and serves as a helpful holiday-planning tool. After consumers receive and activate their cards online, Travel Alberta can identify the kinds of holiday experiences that will appeal to different consumers in four categories: real relaxers, comfort seekers, accomplisners and urban explorers.



Marketing strategy and challenge

As with any industry, the tourism sector must constantly compete for and win travel dollars to stay viable—and Travel Alberta is no exception. The organization's main competition for Albertans' travel spending comes from British Columbia,

Client: Travel Alberta

Sector: Tourism

Goal: Increase Holiday Card activation rates

Solution: The Unaddressed Admail™ service, geospatial profiling and the GeoPost™ Plus targeting tool

Ontario and the U.S. Although the Holiday Card has been successful in marketing Alberta-based tourism products and services, the organization decided that it was time to breathe some new life into the program. That's when Travel Alberta turned to Canada Post.



Canada Post solution

To rejuvenate the Holiday Card Program, Travel Alberta began by applying geospatial profiling.

“By profiling previous years' Holiday Card participants, we were able to develop unique profiles of our target customers,” says Christopher Smith, Holiday Card manager for Travel Alberta.

Next, Travel Alberta used the GeoPost Plus service from Canada Post to identify the Postal Code™ walks that best matched consumer profiles. Holiday Cards were sent via the Unaddressed Admail service to 400,000 consumers living in these Postal Code walks.



Results

Through accurate targeting, the organization was able to reduce the total volume of mailing, resulting in significant cost savings for print, production and postage.

Additionally, the campaign yielded excellent results in terms of activation rates. In fact, of the consumers who received the Holiday Card via the Unaddressed Admail service, an impressive 8.6 per cent or 34,710 activated their cards online.

“The service enabled us to drill down to the Postal Code level and make excellent connections with our specific target market segments,” says Smith.

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